



TRAFFIC SAFETY PARTNERS
Media Outreach Tools

**YOU DRINK
& DRIVE.**



YOU LOSE.



**Get the Word Out in
Your Community
&
Everyone Wins**



NATIONAL ENFORCEMENT MOBILIZATION
JUNE 29 - JULY 8, 2001

(NAME OF SPONSORING ORGANIZATION) JOINS **(STATE/COMMUNITY)**
LAW ENFORCEMENT AGENCIES TO TARGET IMPAIRED DRIVERS
DURING THIS WEEK LONG JULY 4th HOLIDAY

Unusually Long July 4th Holiday Could Be the Deadliest Ever

WHAT

Between June 29 and July 8, state and local law enforcement agencies will be out in record numbers targeting impaired drivers as part of the national *You Drink & Drive. You Lose.* campaign by conducting saturation patrols and sobriety checkpoints. Impaired drivers could receive such sanctions as fines, restrictions on their driver's licenses and possible imprisonment. Impaired drivers will be subject to immediate arrest, and those convicted will be prosecuted to the full extent of the law.

WHO

(SPONSORING ORGANIZATION) supports hundreds of law enforcement agencies across the country that will participate in the *You Drink & Drive. You Lose.* enforcement mobilization period with campaign partners like the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., the National Association of Governors' Highway Safety Representatives, the Hispanic American Police Command Officers Association and the National Highway Traffic Safety Administration.

WHEN

With July 4th falling mid-week, on a Wednesday this year, enforcement mobilization period activities will take place from June 29 - July 8, 2001.

WHY

With more than **(X NUMBER)** people expected to travel and **(X NUMBER)** people projected to die on **(STATE/COMMUNITY)** highways during this year's unusually long July 4th holiday, this could be the deadliest holiday period ever for impaired driving fatalities.

HOW

Local authorities will conduct saturation patrols and set up sobriety checkpoints. Impaired drivers will be subject to immediate arrest.

WHERE

(SPONSORING ORGANIZATION) will conduct various outreach activities throughout the week. **(INSERT EXAMPLES OF LOCAL ACTIVITIES HERE)**. For specific story ideas, interview opportunities and more information, please contact **(LOCAL CONTACT NAME)** at **(LOCAL CONTACT TELEPHONE NUMBER)**. ■

(LETTERHEAD OF SPONSORING ORGANIZATION)

FOR IMMEDIATE RELEASE
(DATE)

Contact: (NAME)
(PHONE NUMBER)

**(NAME OF SPONSORING ORGANIZATION) JOINS (STATE/COMMUNITY)
LAW ENFORCEMENT AGENCIES TO STOP IMPAIRED DRIVING
AND SAVE LIVES DURING THIS WEEK LONG JULY 4TH HOLIDAY**

Unusually Long July 4th Holiday Could Be the Deadliest Ever

With more than **(X NUMBER)** people expected to travel this holiday week, and **(X NUMBER)** projected to die on **(STATE/COMMUNITY)** highways during this unusually long July 4th holiday, this could be the deadliest holiday period ever for alcohol involved crashes. In an effort to protect lives, and ensure that drivers don't lose their independence, **(NAME OF SPONSORING ORGANIZATION)** is supporting law enforcement agencies across the country the week of June 29 through July 8 in an extended *You Drink & Drive. You Lose.* enforcement mobilization. State and local law enforcement agencies will be conducting saturation patrols and sobriety checkpoints where, if stopped, impaired drivers will be subject to immediate arrest.

While the number of impaired driving deaths due to traffic crashes has significantly decreased in past years, every 33 minutes someone is killed in an alcohol involved crash because of an impaired driver, and someone is injured every two minutes. Subsequently, a recent rise in alcohol involved crashes- currently at 16,068 deaths in 2000 up from 15,786 in 1999-has made it even more imperative to take stronger action against impaired driving in this country.

"One person dying on America's roads this week would be too many, not to mention **(X NUMBER PROJECTED TO DIE)**," said **(LOCAL SPOKESPERSON, NAME OF SPONSORING ORGANIZATION)**. We are proud to support traffic safety partners like **(NAME OF LOCAL LAW ENFORCEMENT AGENCY)** to raise awareness about the deadly consequences of impaired driving."

A recently released survey conducted by the Gallup Organization reports an overwhelming majority of Americans consider impaired driving one of the most critical issues facing our society, ahead of healthcare, poverty/hunger, racism and education. The study found that 8 out of 10 Americans view drunk driving by others as a threat to themselves and their families. The survey also reports that the vast majority of people support more frequent uses of sobriety checkpoints as well as more severe penalties against impaired drivers.

(INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT CRASH STORY)

By partnering with national organizations like the National Highway Traffic Safety Administration **(NHTSA)** and other traffic safety organizations, **(NAME OF SPONSORING ORGANIZATION)** hopes to save lives in **(CITY/STATE)** and help reach the national goal of reducing alcohol-related deaths nationwide to no more than 11,000 by the year 2005. Other *You Drink & Drive. You Lose.* campaign partners include the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., the National Association of Governors' Highway Safety Representatives, and the Hispanic American Police Command Officers Association.

The July 4th holiday enforcement effort is conducted under the national *You Drink & Drive. You Lose.* impaired driving prevention campaign. These enforcement periods serve as valuable opportunities to heighten **(NAME OF SPONSORING ORGANIZATION)**'s commitment to save lives. ■

SAMPLE LETTER TO THE EDITOR



(LETTERHEAD OF SPONSORING ORGANIZATION)

(DATE)

Dear Editor:

More than **(X NUMBER)** people are expected to travel this holiday week, and with **(X NUMBER)** projected to die on **(STATE/COMMUNITY)** highways during this unusually long July 4th holiday, this could be the deadliest holiday period ever for impaired driving fatalities.

Residents of **(STATE/COMMUNITY)** who choose to drive after drinking or using drugs this July 4th holiday will find their celebration cut short, as **(NAME OF SPONSORING ORGANIZATION)** join state and local law enforcement to get impaired drivers off the road and warn others: *You Drink & Drive. You Lose.* Local authorities are extending this year's July Enforcement Mobilization for one full week and will conduct sobriety checkpoints and saturation patrols from June 29 to July 8. Impaired drivers will be subject to immediate arrest.

Every 33 minutes someone is killed because of an impaired driver and every two minutes someone is injured. Alcohol and drugs remain a contributing factor in 38 percent of all fatal motor vehicle crashes. A recently released Gallup poll reports an overwhelming majority of Americans consider impaired driving one of the most critical issues facing our society, ranking ahead of healthcare, poverty/hunger, racism and education. The study also found that 8 out of 10 Americans view impaired driving by others as a threat to themselves and their families.

While the statistics are staggering, they fail to represent the real tragedy that thousands of families endure as a result of this preventable crime.

(INSERT LOCAL CRASH STORY)

Though highlighted during seasonal periods throughout the year, enforcement mobilization weeks reflect the ongoing commitment of organizations like **(NAME OF SPONSORING ORGANIZATION)** to eliminate the painful consequences of impaired driving throughout the year. By teaming with national partners like the National Highway Traffic Safety Administration and other organizations, **(NAME OF SPONSORING ORGANIZATION)** hopes to save lives in **(STATE/COMMUNITY)** by supporting the *You Drink & Drive. You Lose.* campaign's national goal of reducing impaired driving-related deaths to no more than 11,000 by the year 2005.

Other *You Drink & Drive. You Lose.* campaign partners include the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., the National Association of Governors' Highway Safety Representatives, the Hispanic American Police Command Officers Association and the National Highway Traffic Safety Administration.

This July 4th holiday weekend, if you drink and drive, you could lose more than your independence. You may lose your license, your vehicle or your life.

For more information on how your organization can make a difference and save lives, please contact **(INSERT LOCAL CONTACT INFORMATION)**. Thank you.

Sincerely,

(LOCAL SPOKESPERSON, TITLE)
(NAME OF SPONSORING AGENCY)

JULY 4TH HOLIDAY ENFORCEMENT MOBILIZATION

- With more than (X NUMBER) people expected to travel and (X NUMBER) people projected to die on (STATE/COMMUNITY) highways during this year's unusually long July 4th holiday, this could be the deadliest holiday period ever for impaired driving fatalities.



- (NAME OF SPONSORING ORGANIZATION) will join local law enforcement in the largest ever enforcement mobilization for one very important reason—to save lives. Between June 29–July 8, 2001, (X NUMBER) local law enforcement officers will conduct (X NUMBER) sobriety checkpoints and saturation patrols in (STATE/COMMUNITY) to make the roads safer.



- We want to protect American families, especially during this holiday season, by getting impaired drivers off our nation's highways. Last year, this country lost more than 16,000 people to alcohol-related crashes. Another 305,000 were injured. These deaths and injuries are senseless and that's why we can't say it enough—If *You Drink and Drive. You Lose.*



- Someone dies every 33 minutes in this country because of an alcohol-related crash. But impaired driving is no accident. Rather, it is a violent crime that kills. So this week, if drivers decide to break the law, the criminal justice system will work overtime to arrest, prosecute and lock up drunk and drugged drivers.



- **We are urging everyone to please make the right choices this holiday season: designate a sober driver if you drink, stop anyone you know who has been drinking from getting behind the wheel, and help teach our young drivers safe and alcohol and drug-free driving behavior.**



- **To all Americans we have this message—if you drink and drive, you lose. Almost one and a half million people were arrested in the U.S. last year for impaired driving related crimes. Every one of them had the potential to transform their vehicle into a deadly weapon that can kill. We can't take any chances so please pay attention.**



- **Most Americans already know our message. A recent Gallup poll shows an overwhelming majority consider impaired driving one of the most critical issues facing our society. Ninety-seven percent of Americans view impaired driving as a major threat to them and their families. And the same survey shows that 75 percent of people support using sobriety checkpoints and saturation patrols as well as endorse the use of more severe penalties against impaired drivers to protect innocent victims from this criminal behavior.**





(LETTERHEAD OF SPONSORING ORGANIZATION)

WHAT IS THE DIFFERENCE BETWEEN SOBRIETY CHECKPOINTS AND SATURATION PATROLS?

- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other vehicle or every third, fourth or fifth vehicle.
- Saturation patrols are concentrated enforcement efforts that target impaired drivers by observing moving violations, such as weaving across lane lines, reckless driving, speeding, aggressive driving, and others. Saturation patrols are spread over a larger geographic area.
- In saturation patrols, motorists and motorcyclists are evaluated on an individual basis because certain behaviors have been displayed to law enforcement officers while the vehicle is in motion.
- Sobriety checkpoints must display warning signs to motorists, whereas saturation patrols do not.
- Well-publicized sobriety checkpoints and saturation patrols educate the general driving public that breaking traffic laws is a serious problem and that violators will be punished.

WHY DO WE NEED SOBRIETY CHECKPOINT AND SATURATION PATROL PROGRAMS?

- Seasonal increases in alcohol and drug use help local agencies target their enforcement efforts.
- Sobriety checkpoints and saturation patrols provide law enforcement officers with effective tools for removing impaired drivers from roads and highways.

WHAT MAKES SOBRIETY CHECKPOINTS AND SATURATION PATROLS SO EFFECTIVE?

- Sobriety checkpoints and saturation patrols help law enforcement officers detect and arrest impaired drivers.
- They are also a deterrent to people who *might* choose to drive after drinking by increasing the perceived risk of arrest when the checkpoints and patrols are properly publicized.

WHERE AND WHEN ARE THE BEST TIMES TO RUN SOBRIETY CHECKPOINTS?

- Sobriety checkpoints and saturation patrols are generally conducted on weekend nights and holidays at locations where impaired driving is highest according to arrest and crash data. However, sobriety checkpoints and saturation patrols can take place anywhere or at any time in a community.
- Sobriety checkpoints and saturation patrols should be part of a community's ongoing impaired driving prevention program and/or Safe Communities program. Your local department may already have an existing policy concerning site selection, warning devices (such as signage), detection techniques, arrest holding areas and chemical testing logistics.



CONTINUED

- If your department does not have established guidelines or you would like more information on how to conduct legal and effective sobriety checkpoints, please refer to the Saturation Patrols & Sobriety Checkpoints Kit, Section V: Resources.

ARE SOBRIETY CHECKPOINTS LEGAL?

- In 1990, the U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in *Michigan v. Sitz*. The court decided that the interest in reducing the incidence of impaired driving was sufficient to justify the brief intrusion of a properly conducted sobriety checkpoint. If conducted properly, sobriety checkpoints do not constitute illegal search and seizure in most states.
- Forty-one states, plus the District of Columbia, can legally conduct sobriety checkpoints. Please check the laws in your area to find out if sobriety checkpoints are legal in your state.

WHO FAVORS SOBRIETY CHECKPOINTS AND SATURATION PATROLS?

- Surveys indicate that 75 percent of Americans favor the use of sobriety checkpoints as a law enforcement tool.
- The International Association of Chiefs of Police, Operation C.A.R.E., the National Organization of Black Law Enforcement Executives and the National Sheriffs' Association favor them.
- Citizen groups such as Mothers Against Drunk Driving, Remove Intoxicated Drivers, Citizens Against Drug Impaired Drivers and Students Against Destructive Decisions also favor their use.
- Federal agencies such as the National Highway Traffic Safety Administration and the National Transportation Safety Board also favor their use.

WHAT ARE THE CONCERNS ABOUT SOBRIETY CHECKPOINTS?

- Some think that sobriety checkpoints cause traffic jams and detain people for long periods of time. Well-conducted, well-planned checkpoints delay drivers no more than a few minutes, or the length of an average traffic signal.
- Some believe that checkpoints are costly, time-consuming and labor intensive; however, small-scale checkpoints can be conducted with as few as three to five officers

HOW CAN AGENCIES MAKE SOBRIETY CHECKPOINTS MOVE SWIFTLY WHEN THEY ARE LOW ON PERSONNEL?

- Combine resources with other law enforcement agencies in the area.
- By working together with community-based organizations and auxiliaries, you can ensure that your sobriety checkpoint moves swiftly and garners community support.

(LETTERHEAD OF SPONSORING ORGANIZATION)

WHAT IS BAC?

BAC is Blood Alcohol Concentration, or the amount of alcohol present in one's blood system. BAC begins when an individual consumes even a minimal amount of alcohol, and increases with each drink consumed. BAC does not distinguish between "hard" liquor, wine or beer; any alcohol consumed will increase the BAC level within an individual, therefore, impairing their ability to control their vehicles.

AT WHAT BAC LEVEL DOES IMPAIRMENT BEGIN?

Studies show that impairment begins at the first intake of alcohol. Laboratory and test track research shows that the vast majority of drivers are impaired at .08 BAC with regard to critical driving tasks. Some studies report that performance decrements in such tasks as braking, steering, lane changing, judgment and divided attention is as high as 60 to 70 percent at .08 BAC.

HOW MUCH ALCOHOL DOES IT TAKE TO REACH .08?

Depending on your gender, weight, medications or food intake, it can take different amounts of alcohol to reach the .08 level. Regardless of how much alcohol it takes to get to this level, any driver at .08 BAC is a dangerous threat on the road.

WHAT HAPPENS TO MY DRIVING SKILLS AT .08?

Fatal crash risk significantly increases at .08 BAC. At .08, virtually all drivers are impaired to the point that critical driving skills such as reaction time, attention, tracking and comprehension are degraded, according to the National Highway Traffic Safety Administration (NHTSA).

WILL LOWERING THE BAC LEVEL SAVE LIVES?

Recent studies indicate the risk of being killed in a crash for drivers with BACs of .08 or .09 is at least 11 times that of drivers at .00 BAC (no alcohol) and could be as much as 52 times that of drivers at .00 BAC depending upon the age and gender of the driver. If all States were to adopt the .08 BAC standard, it is estimated that an additional 400 to 600 lives would be saved each year.

HOW MANY STATES HAVE PASSED .08?

As of May 2001, 28 States plus the District of Columbia and Puerto Rico had adopted .08 BAC.

WHO SUPPORTS THE PASSAGE OF .08?

Supporters of .08 BAC laws include Federal and State agencies, consumer and victims' organizations, highway safety groups, law enforcement organizations, medical and public health groups, insurance companies and other business interests. NHTSA surveys show that most people would not drive after consuming two to three drinks in an hour and believe the limit should be no higher than the BAC level associated with that amount of drinking. A recent Gallop poll shows that 72 percent of American drivers favor lowering the limit to .08 BAC in their State.

